

HBO's News Series VICE Debuts April 5 on HBO Canada

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- VICE-led delegation, including Dennis Rodman, members of the Harlem Globetrotters and production crew, met with Kim Jong-un before thousands of North Koreans at basketball game last week

March 6, 2013 - Toronto, Canada - *VICE*, a new weekly series from HBO, premieres Friday, April 5 at 11 p.m. ET/MT on **HBO Canada**, a multiplex channel of Corus Entertainment's Movie Central (Western Canada) and Astral's The Movie Network (Eastern Canada), day-and-date with HBO in the U.S. Featuring groundbreaking stories from around the world, *VICE* is hosted by Shane Smith, founder of the new media company of the same name, and is executive produced by Bill Maher, Smith and Eddy Moretti, VICE's chief creative officer. CNN's Fareed Zakaria serves as a consultant on the series.

Hosted by Smith and two VICE correspondents - former intern Ryan Duffy and "Dos & Don'ts" book editor Thomas "Baby Balls" Morton - *VICE* promises to smash barriers of decorum to cover stories such as out-of-control political assassinations in the Philippines, the sumo/Mixed Martial Arts craze that has swept Senegal, and the precarious nuclear stare-down in Kashmir.

Last week, VICE led a team of "Basketball Diplomats" to Pyongyang, North Korea to engage in a cultural exchange mission. *VICE* series correspondent Ryan Duffy, NBA Hall of Famer Dennis Rodman and select members of the Harlem Globetrotters filmed segments for the series including a widely publicized basketball game attended by Rodman and supreme leader of North Korea Kim Jong-un. Other activities during the trip included visits to national sites and monuments, the Pyongyang Skate Park, and the national animation studio, SEK.

About VICE

Founded in 1994 by Shane Smith and Suroosh Alvi and launched as the "Voice of Montreal" in Montreal Quebec, VICE now operates in 34 countries worldwide and attracts tens of millions of viewers and readers to its network of online channels dedicated to music, fashion, travel, news and sports. VICE's international digital platforms and magazine are Gen Y's most popular and entertaining source for news, part of a global media powerhouse that also includes a television production studio, a record label, an in-house creative services agency and a book-publishing division.

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HBO Canada is a multiplex channel offered by Astral's The Movie Network (Eastern Canada) and Corus Entertainment's Movie Central (Western Canada). HBO Canada brings Canadians the current slate of signature dramatic programs for which HBO is known, together with new and never-before-seen programming including comedy series, live specials, sporting events, behind-the-scenes content and titles from HBO's extensive library - all in an uncut and commercial-free environment. HBO Canada is offered in high definition on HBO Canada HD and programming is accessible on demand and online where available by service provider. For more information, please visit www.hbocanada.com.

The Movie Network is a member of the **Astral** family. Astral Media Inc. (TSX : ACM.A/ACM.B) is one of Canada's largest media companies. It operates several of the country's most popular pay and specialty television, radio, out-of-home advertising and interactive media properties. Astral plays a central role in community life across the country by offering diverse, rich and vibrant programming that meets the tastes and needs of consumers and advertisers. To learn more about Astral, visit astral.com.

Movie Central is owned by Corus Entertainment Inc. (CJR.B), a Canadian-based media and entertainment company. Corus is a market leader in specialty television and radio with additional assets in pay television, television broadcasting, children's book publishing and children's animation. Experience Corus on the web at www.corusent.com.

For access to The Movie Network's media room or Movie Central's press site, please visit <http://press.astral.com> or <http://mediacentre.corusent.com>.

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For more information

The Movie Network (Eastern Canada)
Nicolle Balen
(416) 956-8638
nbalen@astral.com

Movie Central (Western Canada)
Owen McCorquodale
(416) 479-6068
Owen.McCorquodale@corusent.com